

5. **Prior Experience/Credibility:** Describe relevant, recent past performance on similar efforts including for which the work was done, the scope of the effort, and contact information to verify/ascertain the quality of the work performed.

6. **Pledge Support:**

- a. Describe the pledge card preparation process.
- b. Describe the thoroughness of pledge support training for federal employees, including methods of solicitation, and timing of campaign start-up.
- c. Describe the system to ensure donor privacy and integrity of the solicitation process.

7. **CFC Processing Support:** Describe plans for the integration of a web based CFC catalog/brochure and a program reporting scheme.

8. **Campaign Management Support:**

- a. Describe proactive customer service(s) and system(s) for handling inquiries.
- b. Describe proposed implementation of quality controls for production of an accurate CFC catalog/brochure.
- c. Describe feasibility of plans for establishing a network of CFC volunteers and campaign workers.

9. **Campaign Marketing:**

- a. Describe federal employee education and outreach efforts.
- b. Provide marketing and promotional plan and schedule to include submission of print/electronic media to DoD Overseas media sources.
- c. Describe ability to design, develop, and submit promotional, and web based marketing material.

10. **Reporting:** Describe how you intend to fulfill quarterly status reporting requirements and a final report to the LFCC chair.

11. **Campaign Budget:**

- a. Provide proposed Revenue (both gross and net campaign revenue).